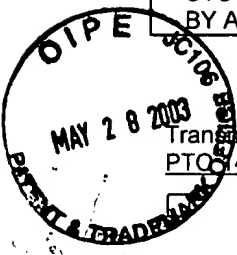


5625

TRANSMITTAL LETTER			Case No: 9623/334
Serial No. 09/911,674	Filing Date July 24, 2001	Examiner Cuong H. Nguyen	Group Art Unit 3625
Inventor(s) Darren J. Davis et al.			
Title of Invention SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE			



TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is: Transmittal Letter (in duplicate); Second Supplemental Information Disclosure Statement; PTO 1449 Form; copies of cited references C1 - C15 and return post card.

- ☐ Small entity status of this application under 37 CFR § 1.27 has been established by verified statement previously submitted.
- ☐ A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.
- ☐ Petition for a _____ month extension of time.
- ☐ No additional fee is required.
- ☐ The fee has been calculated as shown below:

	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra
Total		Minus		
Indep.		Minus		
First Presentation of Multiple Dep. Claim				

Small Entity

Rate	Add'l Fee
x \$9=	
x 42=	
+\$140 =	
Total add'l fee	\$

or

Other Than Small Entity

Rate	Add'l Fee
x \$18=	
x \$84=	
+ \$280=	
total add'l fee	\$

- ☐ Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$_____. A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$_____ to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- ☒ I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

FAX RECEIVED

MAY 29 2003

John B. Rauch
John B. Rauch
Registration No. 37,218
Agent for Applicants

GROUP 3600

BRINKS HOFER GILSON & LIONE
P.O. BOX 10395
CHICAGO, ILLINOIS 60610 - (312) 321-4200

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA. 22313-1450, on May 23, 2003.

Date: 5/23/03 Signature: *John B. Rauch*



CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

May 23, 2003

Date of Deposit

John G. Rauch, Reg. No. 37,218

Name of Applicant, Assignee or
Registered Representative

Signature

5/23/03

Date of Signature

FAX RECEIVED

MAY 29 2003

GROUP 3600

Our Case No. 9623/334

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Darren J. Davis et al.

Serial No.: 09/911,674

Filing Date: July 24, 2001

For: SYSTEM AND METHOD FOR
INFLUENCING A POSITION ON A SEARCH
RESULT LIST GENERATED BY A
COMPUTER NETWORK SEARCH ENGINE

Examiner: Cuong H. Nguyen

Group Art Unit: 3625

SECOND SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Second Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

The references now cited are the following:

US PATENT DOCUMENTS

DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME
5,778,367	07/07/98	Wesinger, Jr. et al.
5,862,223	01/19/99	Walker et al.
US 6,285,987 B1	09/04/01	Roth et al.

OTHER ART AND RELATED DOCUMENTS

News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.
Nuts 'N Bolts articles, <i>Target Marketing</i> , October 1997, 1 page.
DoubleClick TestIt!, obtained at the internet address: http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm , dated 10/16/2002, 4 pages.
DoubleClick Frequently Asked Questions, obtained at the internet address: http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm , dated 10/16/2002, 5 pages.
"New Service Puts Ad Auction, Search Engine Under One Roof", article from Electronic Advertising & Marketplace Report, <i>Simba Information, Inc.</i> April 28, 1998, 2 pages.
Google Search, communication from Jeffrey Brewer at Jeffrey@goto.com , titled "Need reverse stemming software", dated May 27, 1998, obtained at the internet address: http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com , on 12/19/02, 1 page.
Ketchpel, Steven P. et al. "U-PAI: A Universal Payment Application Interface", conference material article from the Second USENIX Workshop on Electronic Commerce Proceedings", Oakland, California, November 18-21, 1996, 17 pages.
Schwartz, Randal L., "Click-Through Tracking in Perl", <i>Web Techniques</i> , dated May 1998, located at the internet address: www.webtechniques.com , 3 pages.
Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: www.webtechniques.com , pp. 63-66 pages.
Full Catalog – Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address: http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm , printed on 12/19/02, 2 pages.
Help on Making Queries – Search by Company or Product, obtained at the internet address: http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm , printed on 12/19/02, 4 pages.
Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address: http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html , printed on 12/19/02, 2 pages.

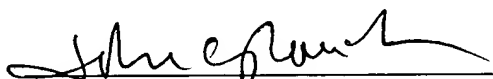
In accordance with 37 C.F.R. § 1.97(g),(h), this Second Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Second Supplemental Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Second Supplemental Information Disclosure Statement. However, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these materials, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925.

Applicants respectfully request that the listed documents be made of record in the present case.

Respectfully submitted,

Date: 5/23/03


John G. Rauch
Registration No. 37,218
Attorney for Applicants

BRINKS HOFER GILSON & LIONE
P.O. Box 10395
Chicago, IL 60610
Tel. (312) 321-4200
Fax (312) 321-4299



FORM PTO-1449	SERIAL NO. 09/911,674	CASE NO. 9623/334
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE July 24, 2001	GROUP ART UNIT 3625
(use several sheets if necessary)		APPLICANT(S): Darren J. Davis et al.

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	C1	5,778,367	07/07/98	Wesinger, Jr. et al.		
	C2	5,862,223	01/19/99	Walker et al.		
	C3	US 6,285,987 B1	09/04/01	Roth et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	C4	News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.
	C5	Nuts 'N Bolts articles, <i>Target Marketing</i> , October 1997, 1 page.
	C6	DoubleClick TestIt!, obtained at the internet address: http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm , dated 10/16/2002, 4 pages.
	C7	DoubleClick Frequently Asked Questions, obtained at the internet address: http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm , dated 10/16/2002, 5 pages.
	C8	"New Service Puts Ad Auction, Search Engine Under One Roof", article from Electronic Advertising & Marketplace Report, <i>Simba Information, Inc.</i> April 28, 1998, 2 pages.
	C9	Google Search, communication from Jeffrey Brewer at Jeffrey@goto.com , titled "Need reverse stemming software", dated May 27, 1998, obtained at the internet address: http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com , on 12/19/02, 1 page.
	C10	Ketchpel, Steven P. et al. "U-PAI: A Universal Payment Application Interface", conference material article from the Second USENIX Workshop on Electronic Commerce Proceedings", Oakland, California, November 18-21, 1996, 17 pages.
	C11	Schwartz, Randal L., "Click-Through Tracking in Perl", <i>Web Techniques</i> , dated May 1998, located at the internet address: www.webtechniques.com , 3 pages.
	C12	Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: www.webtechniques.com , pp. 63-66 pages.
	C13	Full Catalog - Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address: http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm , printed on 12/19/02, 2 pages.
	C14	Help on Making Queries - Search by Company or Product, obtained at the internet address: http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm , printed on 12/19/02, 4 pages.
	C15	Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address: http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html , printed on 12/19/02, 2 pages.

EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609;
Draw line through citation if not in conformance and not considered. Include copy of this form with next
communication to applicant.